

Claim 77, line 3, replace "movie information" with
--program information--;

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33. (Amended) The system defined in claim 1 wherein
the means for presenting further comprises means for presenting a
[movie] program information screen that contains [a video
advertisement and] a targeted advertisement.

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78. (Amended) The method defined in claim 46 wherein
the step of presenting further comprises the step of presenting a
[movie] program information screen that contains [a video
advertisement] and a targeted advertisement.

Please add the following new claims 123 through 183:

--123. A system, comprising user television
equipment configured to:

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monitor a user's interactions with an interactive
television program guide to determine the user's interests; and
present targeted advertising to the user with the
interactive television program guide based on the user's
interests.

124. The system defined in claim 123 wherein said user
television equipment is further configured to present targeted
advertising that contains text.

125. The system defined in claim 123 wherein said user television equipment is further configured to present targeted advertising that contains graphics.

126. The system defined in claim 123 wherein said user television equipment is further configured to present targeted advertising that contains video.

127. The system defined in claim 123 wherein said user television equipment includes a set-top box on which the interactive television program guide is implemented.

128. The system defined in claim 123 further comprising:

a television distribution facility for distributing television programming to the user television equipment; and

a video server located in the television distribution facility for providing targeted advertisements containing video.

129. The system defined in claim 123 further comprising:

a television distribution facility for distributing television programming to the user television equipment;

a plurality of network nodes for use in providing the television programming to the user television equipment; and

video servers located at some of the networks nodes for providing targeted advertisements containing video.

130. The system defined in claim 123 wherein said user television equipment is further configured to display a browse display region that contains a targeted advertisement.

131. The system defined in claim 123 wherein said user television equipment is further configured to display a set reminders screen that contains a targeted advertisement.

132. The system defined in claim 123 wherein said user television equipment is further configured to display a reminders screen that contains a targeted advertisement.

133. The system defined in claim 123 wherein said user television equipment is further configured to display a by time screen that contains a targeted advertisement.

134. The system defined in claim 123 wherein said user television equipment is further configured to display a select start time pay-per-view purchasing screen that contains a targeted advertisement.

135. The system defined in claim 123 wherein said user television equipment is further configured to display an order review screen that contains a targeted advertisement.

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136. The system defined in claim 123 wherein said user television equipment is further configured to display a targeted pay-per-view ordering screen that contains a targeted advertisement.

137. The system defined in claim 123 wherein said user television equipment is further configured to display a targeted set reminders screen that contains a targeted advertisement.

138. The system defined in claim 123 wherein said user television equipment is further configured to display a navigator screen that contains a targeted advertisement.

139. The system defined in claim 123 wherein said user television equipment is further configured to display a by channel program listings screen that contains program listings

for a particular channel and that contains a targeted advertisement.

140. The system defined in claim 123 wherein said user television equipment is further configured to display a program promotion screen that contains a targeted advertisement.

141. The system defined in claim 123 wherein said user television equipment is further configured to display a pay-per-view program information screen that contains a targeted advertisement.

*A³
cont*

142. The system defined in claim 123 wherein said user television equipment is further configured to determine whether the user has watched a given television program for more than a predetermined time.

143. The system defined in claim 123 wherein said user television equipment is further configured to determine whether a reminder has been set by the user for a particular program.

144. The system defined in claim 123 wherein said user television equipment is further configured to determine whether the user has taken steps toward purchasing a particular program.

145. The system defined in claim 123 wherein said user television equipment is further configured to determine whether the user has purchased a particular program.

146. The system defined in claim 123 wherein said user television equipment is further configured to determine whether the user has taken steps toward recording a particular program.

147. The system defined in claim 123 wherein said user television equipment is further configured to determine whether the user has selected certain categories of programs of interest.

148. The system defined in claim 123 wherein said user television equipment is further configured to determine whether the user has viewed information on programs scheduled to be broadcast at a particular time.

149. The system defined in claim 123 wherein said user television equipment is further configured to determine whether the user has viewed information on programs scheduled to be broadcast on a particular channel.

150. The system defined in claim 123 wherein said user television equipment is further configured to determine whether

the user has defined user preferences in the program guide that are indicative of the user's interests.

151. The system defined in claim 123 wherein said user television equipment is further configured to display a flip display region that contains a targeted advertisement.

152. The system defined in claim 123 wherein said user television equipment is further configured to display a prompt for setting a reminder for a program that the system has automatically selected based on the user's interests.

153. The system defined in claim 123 wherein said user television equipment is further configured to display a movie listings screen that contains a targeted advertisement.

154. The system defined in claim 123 wherein said user television equipment is further configured to present a program information screen that contains a video advertisement.

155. The system defined in claim 123 wherein said user television equipment is further configured to present a program information screen that contains a targeted advertisement.

156. The system defined in claim 123 wherein said user television equipment is further configured to present a pay-per-view movies listings screen that contains a targeted advertisement.

157. The system defined in claim 123 wherein said user television equipment is further configured to display a targeted advertisement over a currently-displayed television program.

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158. The system defined in claim 123 wherein said user television equipment is further configured to allow the user to set a reminder for a program,

to display a targeted advertisement on top of the program for which the reminder was set,

to provide the user with an opportunity to request additional information related to the displayed targeted advertisement, and

to display additional information related to the displayed targeted advertisement when the user requests more information.

159. The system defined in claim 123 wherein said user television equipment is further configured to display a targeted advertisement that is an active object.

160. The system defined in claim 123 wherein said user television equipment is further configured to display a targeted advertisement to the user that contains targeted product information.

161. The system defined in claim 123 wherein said user television equipment is further configured to display a targeted advertisement to the user that contains targeted product information and an associated selectable purchase option.

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Cont*
162. The system defined in claim 123 wherein said user television equipment is further configured to display a targeted advertisement to the user that contains targeted product information and an associated additional information option.

163. The system defined in claim 123 wherein said user television equipment is further configured to display a relatively small targeted advertisement to the user,

to allow the user to select the displayed relatively small targeted advertisement, and

to display a corresponding substantially full-screen targeted advertisement containing video to the user when the user selects the displayed relatively small targeted advertisement.

164. The system defined in claim 123 wherein the targeted advertising has attribute tags.

165. The system defined in claim 123 wherein the targeted advertising has channel tags.

166. The system defined in claim 123 wherein the targeted advertising has broadcast time tags.

167. The system defined in claim 123 wherein the targeted advertising has program tags.

168. A system, comprising user television equipment configured to:

monitor a user's interactions with an interactive television program guide to determine the user's interests; and
take a targeted action in the interactive television program guide based on those interests.

169. The system defined in claim 168 wherein said user television equipment is further configured to automatically set a program reminder based on the user's interests.

170. The system defined in claim 168 wherein said user television equipment is further configured to automatically

present the user with an opportunity to set a program reminder that is based on the user's interests.

171. The system defined in claim 168 wherein said user television equipment is further configured to offer a pay-per-view event for purchase to the user that is based on the user's interests.

172. A system, comprising user television equipment configured to:

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monitor a user's interactions with an interactive television program guide to determine the user's interests;

display targeted advertising based on the user's interests with the program guide;

monitor which advertisements are displayed by the program guide; and

transmit information on which advertisements are displayed to a central facility.

173. The system defined in claim 172 wherein said user television equipment is further configured to maintain a monitoring record containing information on which advertisements are displayed.

174. The system defined in claim 172 wherein said user television equipment is further configured to maintain an advertisement identifier that identifies each targeted advertisement that is displayed in the monitoring record.

175. The system defined in claim 172 wherein said user television equipment is further configured to maintain information on the date and time of the display of each targeted advertisement in the monitoring record.

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sub B⁵ 176. The system defined in claim 172 wherein said user television equipment is further configured to maintain information on the location in the program guide in which each targeted advertisement is displayed in the monitoring record.

177. The system defined in claim 172 wherein said user television equipment is further configured to maintain information on the reasons that each targeted advertisement was displayed by the program guide in the monitoring record.

178. A system, comprising user television equipment configured to:
monitor a user's interactions with an interactive television program guide to determine the user's interests;

take targeted actions in the program guide based on the user's interests;

monitor which targeted actions are taken by the program guide; and

transmit information on which targeted actions are taken by the program guide to a central facility.

179. The system defined in claim 178 wherein said user television equipment is further configured to maintain a monitoring record containing information on which targeted actions are taken in the program guide.

180. The system defined in claim 178 wherein said user television equipment is further configured to maintain in the monitoring record an identifier that identifies each targeted action that is taken in the program guide.

181. The system defined in claim 178 wherein said user television equipment is further configured to maintain in the monitoring record information on the date and time each targeted action is taken in the program guide.

Sub B6 > 182. The system defined in claim 178 wherein said user television equipment is further configured to maintain in the

monitoring record information on the location in the program,
guide in which each targeted action is taken.

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183. The system defined in claim 178 wherein said user
television equipment is further configured to maintain
information on the reasons that each targeted action was taken in
the monitoring record.--

Respectfully submitted,

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